



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: TransLink® Management Group

DATE: December 8, 2009

FR: Steve Heminger, Executive Director

RE: TransLink® Contract Order – TransLink® Branding Changes

Staff is recommending a new name for the TransLink® service. A number of project milestones will occur in the next year that collectively present an opportunity both to re-launch TransLink® as an improved product and better establish the brand with the Bay Area public. The key milestones include the transit agencies' transition of existing passes and tickets to smart card-only availability, achievement of "revenue ready" status for the system's implementation on VTA and SamTrans, the program's launch of a new employer transit benefits program, and implementation of enhanced functions on the website.

In addition, the name "TransLink" is used by several other transportation service providers around the world, which diminishes the connection of the name to public transit services in the San Francisco Bay Area. In recognition of this opportunity, I tasked MTC staff with exploring another brand name for the program. Pending analysis of a trademark search initiated by MTC, MTC recommends changing the program name to "Clipper" beginning some time in early or mid-2010. By evoking the historic connection between Clipper ships and the development of San Francisco, the new brand will identify the program as unique to the San Francisco Bay Area. MTC will provide some examples of the brand design at the TransLink® Management Group (TMG) meeting.

Implementing the new name will require updates to the various customer user interfaces. This includes, but is not limited to, the TransLink® website, Add Value Machines (AVMs), the handheld card readers, ticket office terminals, the retail vending units and the user interfaces of the different types of card readers. Beginning in mid-2010, all cards will bear the new brand name and image. The TransLink® Contractor will implement the changes on a schedule that coordinates with the planned transition of certain existing fare media to smart card-only availability. On December 11, 2009, MTC will recommend approval to MTC's Operations Committee of both the new name and a change order in an amount not to exceed \$500,000 to enable the Contractor to implement the new program brand name and image. MTC recommends that the TMG approve this change order as well.

In addition to the changes to the website and TransLink® equipment, implementing the new brand will also require developing new brochures and other customer communication tools. MTC will execute an amendment to MTC's existing contract with Swirl in an amount not to

exceed \$475,000 to enable development of new brochures and other customer communication tools that reflect the new brand.

Funding for both the TransLink® Contract change order and the supporting marketing and communications activities related to introduction of the new brand will come from the TransLink® capital budget. \$1.8 million was previously set aside in the budget for costs related to the transition to a new program governance structure.

SH:JA

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